

Dartmouth Health: Engineering a Custom Airport Presence

To move past ineffective legacy placements and prove the value of Manchester Regional Airport, Dartmouth Health partnered with billups and Mediassociates to overhaul their OOH strategy. By introducing the concept of a "full airport takeover". A first-of-its-kind execution for the facility, the team shifted from standard inventory to a custom-engineered footprint. This strategy prioritized the main entrance before security, turning the airport into a high-visibility environment that captures every traveler arriving or departing.

The result — A strategic brand moment that reinforced Dartmouth Health's presence in Manchester, turning a skeptical media buy into a high-performing awareness engine that delivered 6.9M impressions across 12 months.

18.9M+ Total impressions

Massive reach delivered via a reorganized mix of high-impact premium airport terminal media.

First-ever Airport Takeover

Successfully introduced and executed the facility's first comprehensive brand takeover.

Strategic dominance

Capitalized on pre-security placement to capture 100% of arriving and departing foot traffic.

